



## **evolve - Initiative for the promotion of innovation in the creative industries**

### **Why we exist: the motivation behind evolve**

Over the last years the creative industries have developed from a dynamic niche phenomenon to a significant success factor for Austria as a business location. Nevertheless, their great relevance for innovation policy is often underestimated. At the same time creativity – particularly in economically turbulent times – has become an increasingly important competitive factor that bridges the gap between technical innovation on the one side and market and demand on the other: creative goods and services make innovations saleable!

As a cross-section branch largely made up of micro-companies, the creative sector is nevertheless marked by a high degree of heterogeneity and highly differing needs, where individual measures can only help to a limited extent. That is why the Ministry of Economy created *evolve* in 2008 as an initiative to promote innovation in and through the creative industries.

### **What we want: evolve's goals**

The ultimate goal is to make the most of the high potential for innovation in the increasingly vital creative sector, with a view to securing and even improving Austria's already excellent innovation performance.

### **What we do: evolve's tasks**

*evolve* unites under a common roof the services available at federal level to companies for the purpose of bolstering the creative economic sector and consolidates them into a comprehensive package.

*evolve's* mission is to support creative professionals through a package of measures tailor-made their individual needs – in all branches, in all of Austria, and in all stages

of development. In addition, *evolve*'s offerings are available not only to creative but also traditional companies that have recognised the value of creative goods and services and wish to further develop themselves in this direction – whether alone or with partners in the branch.

As diverse as the creative branch is, the problems it is confronted with are just as diverse. For that reason *evolve* does not offer a solution that is meant to assist in all areas of life, but rather, a “box-of-bricks” of services. The palette presented covers the areas of financial support, basic and advanced training, service and information, as well as networking.

Besides its direct support of companies or projects in the creative sector, *evolve* has also committed itself to raising awareness for the concerns of the creative industries. *evolve* aims at strengthening public acceptance of creative products and services and at raising the visibility of the creative industries on both the national and international level. This is why *evolve* invites regional and topic-oriented programmes, as well as agents working in the creative sector, to get together under a common roof in an Austria-wide network.

### **Who we are: organisations behind *evolve***

*evolve* is an initiative of the *Federal Ministry of Economy, Family and Youth* (BMWFJ). It is managed operationally by two institutions, whose areas of activity complement each other: one is the *austria wirtschaftsservice* (aws) with its programme line *impulse*, focusing on monetary support and basic and advanced training programmes for the creative sector. The other pillar is the *ARGE kreativ wirtschaft austria* (cwa), an advocacy group for creative professionals, which concentrates on consulting and other services, as well as on networking activities.

### **What we offer: *evolve*'s services**

#### **Funding**

impulse XS:

Grants for highly innovative projects in an early phase that have a high potential of being economically exploited. This start-up subsidy consists of a grant amounting to a maximum of 70% or €45,000.

impulse XL:

Promotion of excellence for the commercial utilisation of innovative and market-oriented projects whose goods or services contribute significantly to value creation. The selected projects are subsidised in an amount of up to 50% or €200,000.

impulse LEAD:

Promotion of best practice projects undertaken by collaborative networks in order to raise awareness for the creative industries. The projects should encompass concrete dissemination strategies and may be subsidised in an amount of up to 80% or €300,000.

### **Basic and advanced training**

we-workshops for entrepreneurs:

Workshops with top international experts from various branches to convey practically oriented know-how in the areas of financing, marketing, business planning, law, taxes, and branch knowledge.

impulse lectures:

Series with the possibility of acquiring more in-depth knowledge on specific topics of relevance to creative entrepreneurs. They are put on in cooperation with the academic sector.

### **Service and information**

Hotline for creative professionals:

Service point for the support of creative entrepreneurs. Dial + 43 (0)5 90900 - 4000 or contact [hotline@creativwirtschaft.at](mailto:hotline@creativwirtschaft.at) for answers to questions, tips, information, or contacts.

CreativDepot:

Online service for better protection of intellectual property. With its time stamp service, the CreativDepot simplifies the procedure of furnishing proof of the chronology of intellectual or creative achievements and thus makes it less complicated for creative professionals to manage their legal rights.

### **Networking**

Creative Community Coaching - C<sup>3</sup>:

Moderated workshops to impart business basics and to create an enduring network. New entrepreneurs are helped with the further development of their businesses, with the main emphasis upon a mutual exchange of ideas and experiences and learning from one another.

Exchange networking events for creative entrepreneurs:

Series of events to inform creative professionals, traditional companies and disseminators about topics relevant to the creative branch. At the end there is time and space to exchange ideas and experiences and to network.

**What else: still more offers for creative minds**

As entrepreneurs, creative professionals share many needs, concerns, and issues with entrepreneurs in other branches. For this reason *evolve* offers information and counselling about those national funding and support measures available to companies in all branches which might be of interest to creative professionals too.

For more information: [www.evolve.or.at](http://www.evolve.or.at)